

SPM 7: *Percent of women enrolled in WIC during pregnancy who initiated breastfeeding.*

Annual Objective and Performance Data	Tracking Performance Measures (Sec 485 (2)(2)(B)(iii) and 486 (a)(2)(A)(iii))				
	2000	2001	2002	2003	2004
Annual Performance Objective	60.0	52.5	59.0	62.0	65.0
Annual Indicator	55.5	57.4	59.2	58.2	
Numerator	13,389	14,806	14,194	16,464	
Denominator	24,131	25,791	23,977	28,288	
Is Data Provisional or Final				Final	Provisional
	2005	2006	2007	2008	2009
Annual Performance Objective	67	68	70	71	71.5

Notes - 2002

Source: 2001 Pregnancy Nutrition Surveillance System (PNSS) data file. Data issues: Breastfeeding data are collected by the WIC program and sent to CDC for analysis by the PNSS. The data reported were derived from the PNSS data file by the Wisconsin Bureau of Health Information, due to the fact that the PNSS reports were not available from CDC. This is consistent with the data reported in the past. The data reflect approximately 40% of all births in the Wisconsin. Our annual objectives move toward the national objective of 75% breastfeeding initiation for Healthy People 2010. We realize this objective is high, however, since it is consistently used in reports and statements distributed to our local projects, we are comfortable presenting it to our local projects. 2002 data are not available until mid-2004.

Notes - 2003

Source: 2003 Pregnancy Nutrition Surveillance System (PNSS) report. Data issues: Breastfeeding data are collected by the WIC program and sent to CDC for analysis by the Pediatric Nutrition Surveillance System (PedNSS). The data reflect approximately 40% of all births in the state. Our annual objectives move toward the national objective of 75% breastfeeding initiation for Healthy People 2010. We realize this objective is high, however, since it is consistently used in reports and statements distributed to our local projects, we are comfortable presenting it to our local projects.

Notes - 2004

Data for 2004 are not available until 2006.

a. Last Year's Accomplishments

Relationship to Priority Needs: SPM #7 relates to Wisconsin Priority Need: Family and Parenting. The promotion and support of breastfeeding were also identified as health priorities, "Adequate and Appropriate Nutrition" and "Overweight, Obesity and Lack of Physical Activity," in Healthiest Wisconsin 2010, the state's public health plan.

Breastfeeding initiation among women enrolled in WIC during pregnancy was chosen as a performance measure because of several factors. The MCH and WIC Programs in Wisconsin have a history of collaboration to provide services to pregnant women, mothers and infants. Many LHDs also administer a WIC Project, which provides a rich opportunity for service collaboration. The WIC Program shares data with the MCH data system. Wisconsin participates in the CDC PedNSS and the PNSS -- primary data sources for breastfeeding initiation and duration available for the WIC population in Wisconsin.

1. Performance Based Contracting--Direct Health Care Services--Pregnant and breastfeeding women

As part of the performance based contracting process for CY 2004, approximately 30% of the LHD selected objectives related to healthy birth outcomes through care coordination services. The provision of breastfeeding information during pregnancy impacts the woman's decision to initiate breastfeeding.

2. Statewide Breastfeeding Activities--Enabling Services--Pregnant and breastfeeding women

As part of the performance based contracting process for CY 2004, a LHD chose the peer mentoring program for the support of breastfeeding. Peer mentoring programs have been found to be very effective at promoting and supporting breastfeeding. With the support of USDA funding, an RFP was released in 2004 with 3 projects selected as peer counseling pilots.

3. Wisconsin Breastfeeding Coalition--Population-Based Services--Pregnant and the general public

The Wisconsin Breastfeeding Coalition continues to promote breastfeeding as the cultural norm through public education and awareness. The Coalition distributed fact sheets and sample policies promoting breastfeeding in communities. Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin project includes a public awareness campaign that aired on Milwaukee buses during the summer of 2004.

4. Collaboration and Partnerships: Implementation of the Loving Support Campaign--Infrastructure Building Services--Pregnant and breastfeeding women

"Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin" implementation plan outlined several infrastructure components that were in development in CY 2004 including a skin-to-skin brochure and presentation in collaboration with the Wisconsin Association of Perinatal Care and an interactive CD-ROM for employers to support breastfeeding women returning to the worksite. Additionally, How To Support A Breastfeeding Mother -- A Guide for the Childcare Center was distributed to local breastfeeding coalitions.

Activities	Pyramid Level of Service			
	DHC	ES	PBS	IB
1. Performance Based Contracting	X			
2. Statewide Breastfeeding Activities		X		
3. The Wisconsin Breastfeeding Coalition			X	
4. Collaboration and Partnerships: Implementation of the Loving Support Campaign				X

b. Current Activities

1. Performance Based Contracting--Direct Health Care Services--Pregnant and breastfeeding women

As part of the performance based contracting process for CY 2005, approximately 30% of the LHD selected objectives related to healthy birth outcomes through care coordination services. A number of LHDs selected an objective of breastfeeding initiation and duration rates through care coordination, breastfeeding education, and postpartum breastfeeding support. Breastfeeding education, promotion and support are included in the care for pregnant women and mothers and infants. A breastfeeding educator certification program will be held in Green Bay in August 2005

to increase the number of professionals that have additional training in breastfeeding promotion and support.

2. Statewide Breastfeeding Activities--Enabling Services--Pregnant and breastfeeding women

The USDA WIC Program launched the national Loving Support initiative to institutionalize breastfeeding peer counseling as a core service. The peer counseling and mother-to-mother support programs are being promoted to LHDs and local breastfeeding coalitions. These programs are being promoted for use in populations where breastfeeding initiation is low (African American and Hmong) and to the general population where breastfeeding is low. By August 2005, at least 14 Hmong and Hispanic peer counselors will be trained in their native languages through the Bilingual Breastfeeding Peer Counselor Project.

3. Wisconsin Breastfeeding Coalition--Population-Based Services--Pregnant and the general public

Through the Loving Support Project, the 10 Steps to Successful Breastfeeding will be promoted to hospitals and birth centers to improve the rate of breastfeeding success.

The "Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin" project includes a public awareness campaign that will continue to be promoted to local media outlets.

4. Collaboration and Partnerships: Implementation of the Loving Support Campaign--Infrastructure Building Services--Pregnant and breastfeeding women

The WIC Breastfeeding Coordinator continues to serve as chair of the Wisconsin Breastfeeding Coalition (WBC) during CY 2005 and will work with the Nutrition and Physical Activity Grant to include/promote breastfeeding as a strategy to prevent childhood overweight and will coordinate the strategic planning process with WBC to identify priorities for the future. WBC partners continue to partner in other groups such as the Hunger Task Force of Milwaukee and Mercury Free Wisconsin. In addition, How To Support A Breastfeeding Mother -- A Guide for the Childcare Center will continue to be distributed to local breastfeeding coalitions.

c. Plan for the Coming Year

This performance measure was not selected for continuation based on the new 5-year Title V Needs Assessment.